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University of Montana–Missoula. Office of University Relations, "UM institute releases report on Montana travel industry" (2004). *University of Montana News Releases, 1928, 1956-present*. 18856.
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UNIVERSITY RELATIONS • MISSOULA, MT 59812 • 406-243-2522 • FAX: 406-243-4520

NEWS RELEASE

Sept. 13, 2004

Contact: James Wilton, economic analyst, Institute for Tourism and Recreation Research, (406) 243-5107.

UM INSTITUTE RELEASES REPORT ON MONTANA TRAVEL INDUSTRY

MISSOULA —

Nonresident travelers spent about \$1.87 billion in Montana last year, according to a new report from the Institute for Tourism and Recreation Research at The University of Montana.

The report, titled "The Economic Review of the Travel Industry in Montana," can be found online at <http://www.itrr.umt.edu/ecorev/EconReview2004.pdf>. The report addresses the economic impact of nonresident travel in Montana, why visitors come to Montana and the performance of the state's travel industry.

A few highlights:

- About 4.2 million nonresident traveler groups visited Montana in 2003, up 4.2 percent from 2002.
- Visitor spending generated nearly 37,000 jobs and \$739 million in total personal income for Montana residents.
- The state's nonresident travel industry comprises 7 percent of the state's total employment structure, on par with construction, agriculture and the finance/real estate industries.
- Montana ranks 42nd among U.S. states for overall nonresident spending but 13th in

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the nation in per visitor capita spending.

■ Montana state and local governments received about \$135 million in taxes from nonresident travel spending.

■ Yellowstone and Glacier national parks attract the most out-of-state travelers, while shopping and wildlife watching are the most popular recreational activities for nonresidents.

For more information, call UM economic analyst James Wilton at (406) 243-5107 or go online to <http://www.itrr.umt.edu>.

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